**Frequencies**

|  |  |  |
| --- | --- | --- |
| **Statistics** | | |
| Type of SMEs | | |
| N | Valid | 165 |
| Missing | 0 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **education** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Junior High School | 20 | 12.1 | 12.1 | 12.1 |
| Senior High School | 76 | 46.1 | 46.1 | 58.2 |
| Diploma | 15 | 9.1 | 9.1 | 67.3 |
| Bachelor | 45 | 27.3 | 27.3 | 94.5 |
| Postgraduate | 9 | 5.5 | 5.5 | 100.0 |
| Total | 165 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Type of SMEs** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Food & Beverages | 35 | 21.2 | 21.2 | 21.2 |
| Pharmacy | 30 | 18.2 | 18.2 | 39.4 |
| Furniture | 25 | 15.2 | 15.2 | 54.5 |
| Handicraft | 38 | 23.0 | 23.0 | 77.6 |
| Fashion | 37 | 22.4 | 22.4 | 100.0 |
| Total | 165 | 100.0 | 100.0 |  |

**Crosstabs: Priority Strategy**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Sales Prospect Crosstabulation** | | | | | | | | |
|  | | | Sales Prospect | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 1 | 3 | 4 | 16 | 11 | 35 |
| % within Type of SMEs | 2.9% | 8.6% | 11.4% | 45.7% | 31.4% | 100.0% |
| Pharmacy | Count | 0 | 3 | 1 | 15 | 11 | 30 |
| % within Type of SMEs | 0.0% | 10.0% | 3.3% | 50.0% | 36.7% | 100.0% |
| Furniture | Count | 1 | 3 | 1 | 8 | 12 | 25 |
| % within Type of SMEs | 4.0% | 12.0% | 4.0% | 32.0% | 48.0% | 100.0% |
| Handicraft | Count | 0 | 0 | 7 | 16 | 15 | 38 |
| % within Type of SMEs | 0.0% | 0.0% | 18.4% | 42.1% | 39.5% | 100.0% |
| Fashion | Count | 0 | 0 | 7 | 18 | 12 | 37 |
| % within Type of SMEs | 0.0% | 0.0% | 18.9% | 48.6% | 32.4% | 100.0% |
| Total | | Count | 2 | 9 | 20 | 73 | 61 | 165 |
| % within Type of SMEs | 1.2% | 5.5% | 12.1% | 44.2% | 37.0% | 100.0% |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Customer Acquisition Crosstabulation** | | | | | | | | |
|  | | | Customer Acquisition | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 0 | 4 | 3 | 15 | 13 | 35 |
| % within Type of SMEs | 0.0% | 11.4% | 8.6% | 42.9% | 37.1% | 100.0% |
| Pharmacy | Count | 0 | 1 | 2 | 13 | 14 | 30 |
| % within Type of SMEs | 0.0% | 3.3% | 6.7% | 43.3% | 46.7% | 100.0% |
| Furniture | Count | 0 | 3 | 3 | 8 | 11 | 25 |
| % within Type of SMEs | 0.0% | 12.0% | 12.0% | 32.0% | 44.0% | 100.0% |
| Handicraft | Count | 1 | 3 | 3 | 16 | 15 | 38 |
| % within Type of SMEs | 2.6% | 7.9% | 7.9% | 42.1% | 39.5% | 100.0% |
| Fashion | Count | 0 | 1 | 8 | 21 | 7 | 37 |
| % within Type of SMEs | 0.0% | 2.7% | 21.6% | 56.8% | 18.9% | 100.0% |
| Total | | Count | 1 | 12 | 19 | 73 | 60 | 165 |
| % within Type of SMEs | 0.6% | 7.3% | 11.5% | 44.2% | 36.4% | 100.0% |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Customer Engagement Crosstabulation** | | | | | | | | |
|  | | | Customer Engagement | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 2 | 2 | 3 | 17 | 11 | 35 |
| % within Type of SMEs | 5.7% | 5.7% | 8.6% | 48.6% | 31.4% | 100.0% |
| Pharmacy | Count | 0 | 4 | 4 | 11 | 11 | 30 |
| % within Type of SMEs | 0.0% | 13.3% | 13.3% | 36.7% | 36.7% | 100.0% |
| Furniture | Count | 1 | 2 | 4 | 11 | 7 | 25 |
| % within Type of SMEs | 4.0% | 8.0% | 16.0% | 44.0% | 28.0% | 100.0% |
| Handicraft | Count | 0 | 2 | 4 | 19 | 13 | 38 |
| % within Type of SMEs | 0.0% | 5.3% | 10.5% | 50.0% | 34.2% | 100.0% |
| Fashion | Count | 0 | 0 | 5 | 22 | 10 | 37 |
| % within Type of SMEs | 0.0% | 0.0% | 13.5% | 59.5% | 27.0% | 100.0% |
| Total | | Count | 3 | 10 | 20 | 80 | 52 | 165 |
| % within Type of SMEs | 1.8% | 6.1% | 12.1% | 48.5% | 31.5% | 100.0% |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Brand Awareness Crosstabulation** | | | | | | | |
|  | | | Brand Awareness | | | | Total |
| 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 4 | 3 | 17 | 11 | 35 |
| % within Type of SMEs | 11.4% | 8.6% | 48.6% | 31.4% | 100.0% |
| Pharmacy | Count | 2 | 1 | 15 | 12 | 30 |
| % within Type of SMEs | 6.7% | 3.3% | 50.0% | 40.0% | 100.0% |
| Furniture | Count | 2 | 5 | 14 | 4 | 25 |
| % within Type of SMEs | 8.0% | 20.0% | 56.0% | 16.0% | 100.0% |
| Handicraft | Count | 1 | 7 | 17 | 13 | 38 |
| % within Type of SMEs | 2.6% | 18.4% | 44.7% | 34.2% | 100.0% |
| Fashion | Count | 0 | 7 | 15 | 15 | 37 |
| % within Type of SMEs | 0.0% | 18.9% | 40.5% | 40.5% | 100.0% |
| Total | | Count | 9 | 23 | 78 | 55 | 165 |
| % within Type of SMEs | 5.5% | 13.9% | 47.3% | 33.3% | 100.0% |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Result Measurability Crosstabulation** | | | | | | | | |
|  | | | Result Measurability | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 1 | 3 | 4 | 16 | 11 | 35 |
| % within Type of SMEs | 2.9% | 8.6% | 11.4% | 45.7% | 31.4% | 100.0% |
| Pharmacy | Count | 0 | 2 | 5 | 11 | 12 | 30 |
| % within Type of SMEs | 0.0% | 6.7% | 16.7% | 36.7% | 40.0% | 100.0% |
| Furniture | Count | 0 | 3 | 1 | 12 | 9 | 25 |
| % within Type of SMEs | 0.0% | 12.0% | 4.0% | 48.0% | 36.0% | 100.0% |
| Handicraft | Count | 0 | 4 | 5 | 19 | 10 | 38 |
| % within Type of SMEs | 0.0% | 10.5% | 13.2% | 50.0% | 26.3% | 100.0% |
| Fashion | Count | 1 | 0 | 7 | 19 | 10 | 37 |
| % within Type of SMEs | 2.7% | 0.0% | 18.9% | 51.4% | 27.0% | 100.0% |
| Total | | Count | 2 | 12 | 22 | 77 | 52 | 165 |
| % within Type of SMEs | 1.2% | 7.3% | 13.3% | 46.7% | 31.5% | 100.0% |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Website Traffic Crosstabulation** | | | | | | | | |
|  | | | Website Traffic | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 1 | 1 | 5 | 11 | 17 | 35 |
| % within Type of SMEs | 2.9% | 2.9% | 14.3% | 31.4% | 48.6% | 100.0% |
| Pharmacy | Count | 0 | 0 | 0 | 19 | 11 | 30 |
| % within Type of SMEs | 0.0% | 0.0% | 0.0% | 63.3% | 36.7% | 100.0% |
| Furniture | Count | 0 | 0 | 7 | 8 | 10 | 25 |
| % within Type of SMEs | 0.0% | 0.0% | 28.0% | 32.0% | 40.0% | 100.0% |
| Handicraft | Count | 0 | 0 | 6 | 15 | 17 | 38 |
| % within Type of SMEs | 0.0% | 0.0% | 15.8% | 39.5% | 44.7% | 100.0% |
| Fashion | Count | 1 | 0 | 5 | 23 | 8 | 37 |
| % within Type of SMEs | 2.7% | 0.0% | 13.5% | 62.2% | 21.6% | 100.0% |
| Total | | Count | 2 | 1 | 23 | 76 | 63 | 165 |
| % within Type of SMEs | 1.2% | 0.6% | 13.9% | 46.1% | 38.2% | 100.0% |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Web User Experience Crosstabulation** | | | | | | | |
|  | | | Web User Experience | | | | Total |
| 1 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 1 | 3 | 14 | 17 | 35 |
| % within Type of SMEs | 2.9% | 8.6% | 40.0% | 48.6% | 100.0% |
| Pharmacy | Count | 1 | 2 | 12 | 15 | 30 |
| % within Type of SMEs | 3.3% | 6.7% | 40.0% | 50.0% | 100.0% |
| Furniture | Count | 2 | 4 | 11 | 8 | 25 |
| % within Type of SMEs | 8.0% | 16.0% | 44.0% | 32.0% | 100.0% |
| Handicraft | Count | 0 | 5 | 21 | 12 | 38 |
| % within Type of SMEs | 0.0% | 13.2% | 55.3% | 31.6% | 100.0% |
| Fashion | Count | 0 | 10 | 12 | 15 | 37 |
| % within Type of SMEs | 0.0% | 27.0% | 32.4% | 40.5% | 100.0% |
| Total | | Count | 4 | 24 | 70 | 67 | 165 |
| % within Type of SMEs | 2.4% | 14.5% | 42.4% | 40.6% | 100.0% |

**Crosstabs: Barriers Strategy**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Sales Prospect Crosstabulation** | | | | | | | |
|  | | | Sales Prospect | | | | Total |
| 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 0 | 12 | 13 | 10 | 35 |
| % within Type of SMEs | 0.0% | 34.3% | 37.1% | 28.6% | 100.0% |
| Pharmacy | Count | 0 | 12 | 12 | 6 | 30 |
| % within Type of SMEs | 0.0% | 40.0% | 40.0% | 20.0% | 100.0% |
| Furniture | Count | 4 | 8 | 7 | 6 | 25 |
| % within Type of SMEs | 16.0% | 32.0% | 28.0% | 24.0% | 100.0% |
| Handicraft | Count | 0 | 10 | 15 | 13 | 38 |
| % within Type of SMEs | 0.0% | 26.3% | 39.5% | 34.2% | 100.0% |
| Fashion | Count | 0 | 11 | 16 | 10 | 37 |
| % within Type of SMEs | 0.0% | 29.7% | 43.2% | 27.0% | Ba100.0% |
| Total | | Count | 4 | 53 | 63 | 45 | 165 |
| % within Type of SMEs | 2.4% | 32.1% | 38.2% | 27.3% | 100.0% |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Customer Acquisition Crosstabulation** | | | | | | | | |
|  | | | Customer Acquisition | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 0 | 2 | 3 | 17 | 13 | 35 |
| % within Type of SMEs | 0.0% | 5.7% | 8.6% | 48.6% | 37.1% | 100.0% |
| Pharmacy | Count | 0 | 1 | 6 | 13 | 10 | 30 |
| % within Type of SMEs | 0.0% | 3.3% | 20.0% | 43.3% | 33.3% | 100.0% |
| Furniture | Count | 0 | 2 | 5 | 8 | 10 | 25 |
| % within Type of SMEs | 0.0% | 8.0% | 20.0% | 32.0% | 40.0% | 100.0% |
| Handicraft | Count | 1 | 3 | 6 | 16 | 12 | 38 |
| % within Type of SMEs | 2.6% | 7.9% | 15.8% | 42.1% | 31.6% | 100.0% |
| Fashion | Count | 0 | 0 | 7 | 23 | 7 | 37 |
| % within Type of SMEs | 0.0% | 0.0% | 18.9% | 62.2% | 18.9% | 100.0% |
| Total | | Count | 1 | 8 | 27 | 77 | 52 | 165 |
| % within Type of SMEs | 0.6% | 4.8% | 16.4% | 46.7% | 31.5% | 100.0% |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Customer Engagement Crosstabulation** | | | | | | | | |
|  | | | Customer Engagement | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 2 | 1 | 4 | 16 | 12 | 35 |
| % within Type of SMEs | 5.7% | 2.9% | 11.4% | 45.7% | 34.3% | 100.0% |
| Pharmacy | Count | 0 | 3 | 5 | 11 | 11 | 30 |
| % within Type of SMEs | 0.0% | 10.0% | 16.7% | 36.7% | 36.7% | 100.0% |
| Furniture | Count | 0 | 0 | 5 | 11 | 9 | 25 |
| % within Type of SMEs | 0.0% | 0.0% | 20.0% | 44.0% | 36.0% | 100.0% |
| Handicraft | Count | 0 | 2 | 7 | 19 | 10 | 38 |
| % within Type of SMEs | 0.0% | 5.3% | 18.4% | 50.0% | 26.3% | 100.0% |
| Fashion | Count | 0 | 0 | 7 | 20 | 10 | 37 |
| % within Type of SMEs | 0.0% | 0.0% | 18.9% | 54.1% | 27.0% | 100.0% |
| Total | | Count | 2 | 6 | 28 | 77 | 52 | 165 |
| % within Type of SMEs | 1.2% | 3.6% | 17.0% | 46.7% | 31.5% | 100.0% |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Brand Awareness Crosstabulation** | | | | | | | |
|  | | | Brand Awareness | | | | Total |
| 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 3 | 3 | 18 | 11 | 35 |
| % within Type of SMEs | 8.6% | 8.6% | 51.4% | 31.4% | 100.0% |
| Pharmacy | Count | 2 | 3 | 15 | 10 | 30 |
| % within Type of SMEs | 6.7% | 10.0% | 50.0% | 33.3% | 100.0% |
| Furniture | Count | 2 | 6 | 13 | 4 | 25 |
| % within Type of SMEs | 8.0% | 24.0% | 52.0% | 16.0% | 100.0% |
| Handicraft | Count | 1 | 6 | 17 | 14 | 38 |
| % within Type of SMEs | 2.6% | 15.8% | 44.7% | 36.8% | 100.0% |
| Fashion | Count | 0 | 6 | 16 | 15 | 37 |
| % within Type of SMEs | 0.0% | 16.2% | 43.2% | 40.5% | 100.0% |
| Total | | Count | 8 | 24 | 79 | 54 | 165 |
| % within Type of SMEs | 4.8% | 14.5% | 47.9% | 32.7% | 100.0% |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Result Measurability Crosstabulation** | | | | | | | | |
|  | | | Result Measurability | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 1 | 2 | 5 | 17 | 10 | 35 |
| % within Type of SMEs | 2.9% | 5.7% | 14.3% | 48.6% | 28.6% | 100.0% |
| Pharmacy | Count | 0 | 1 | 6 | 9 | 14 | 30 |
| % within Type of SMEs | 0.0% | 3.3% | 20.0% | 30.0% | 46.7% | 100.0% |
| Furniture | Count | 0 | 3 | 3 | 12 | 7 | 25 |
| % within Type of SMEs | 0.0% | 12.0% | 12.0% | 48.0% | 28.0% | 100.0% |
| Handicraft | Count | 0 | 4 | 6 | 19 | 9 | 38 |
| % within Type of SMEs | 0.0% | 10.5% | 15.8% | 50.0% | 23.7% | 100.0% |
| Fashion | Count | 1 | 0 | 9 | 16 | 11 | 37 |
| % within Type of SMEs | 2.7% | 0.0% | 24.3% | 43.2% | 29.7% | 100.0% |
| Total | | Count | 2 | 10 | 29 | 73 | 51 | 165 |
| % within Type of SMEs | 1.2% | 6.1% | 17.6% | 44.2% | 30.9% | 100.0% |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Website Traffic Crosstabulation** | | | | | | |
|  | | | Website Traffic | | | Total |
| 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 5 | 11 | 19 | 35 |
| % within Type of SMEs | 14.3% | 31.4% | 54.3% | 100.0% |
| Pharmacy | Count | 2 | 19 | 9 | 30 |
| % within Type of SMEs | 6.7% | 63.3% | 30.0% | 100.0% |
| Furniture | Count | 5 | 9 | 11 | 25 |
| % within Type of SMEs | 20.0% | 36.0% | 44.0% | 100.0% |
| Handicraft | Count | 7 | 13 | 18 | 38 |
| % within Type of SMEs | 18.4% | 34.2% | 47.4% | 100.0% |
| Fashion | Count | 6 | 20 | 11 | 37 |
| % within Type of SMEs | 16.2% | 54.1% | 29.7% | 100.0% |
| Total | | Count | 25 | 72 | 68 | 165 |
| % within Type of SMEs | 15.2% | 43.6% | 41.2% | 100.0% |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Web User Experience Crosstabulation** | | | | | | | | |
|  | | | Web User Experience | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 1 | 1 | 4 | 16 | 13 | 35 |
| % within Type of SMEs | 2.9% | 2.9% | 11.4% | 45.7% | 37.1% | 100.0% |
| Pharmacy | Count | 1 | 0 | 5 | 13 | 11 | 30 |
| % within Type of SMEs | 3.3% | 0.0% | 16.7% | 43.3% | 36.7% | 100.0% |
| Furniture | Count | 2 | 0 | 4 | 12 | 7 | 25 |
| % within Type of SMEs | 8.0% | 0.0% | 16.0% | 48.0% | 28.0% | 100.0% |
| Handicraft | Count | 0 | 0 | 7 | 17 | 14 | 38 |
| % within Type of SMEs | 0.0% | 0.0% | 18.4% | 44.7% | 36.8% | 100.0% |
| Fashion | Count | 0 | 0 | 11 | 13 | 13 | 37 |
| % within Type of SMEs | 0.0% | 0.0% | 29.7% | 35.1% | 35.1% | 100.0% |
| Total | | Count | 4 | 1 | 31 | 71 | 58 | 165 |
| % within Type of SMEs | 2.4% | 0.6% | 18.8% | 43.0% | 35.2% | 100.0% |

**Crosstabs: Effective Tactics**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Content Marketing Crosstabulation** | | | | | | | | |
|  | | | Content Marketing | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 1 | 5 | 2 | 11 | 16 | 35 |
| % within Type of SMEs | 2.9% | 14.3% | 5.7% | 31.4% | 45.7% | 100.0% |
| Pharmacy | Count | 0 | 0 | 8 | 13 | 9 | 30 |
| % within Type of SMEs | 0.0% | 0.0% | 26.7% | 43.3% | 30.0% | 100.0% |
| Furniture | Count | 1 | 1 | 3 | 11 | 9 | 25 |
| % within Type of SMEs | 4.0% | 4.0% | 12.0% | 44.0% | 36.0% | 100.0% |
| Handicraft | Count | 1 | 6 | 1 | 15 | 15 | 38 |
| % within Type of SMEs | 2.6% | 15.8% | 2.6% | 39.5% | 39.5% | 100.0% |
| Fashion | Count | 2 | 3 | 3 | 19 | 10 | 37 |
| % within Type of SMEs | 5.4% | 8.1% | 8.1% | 51.4% | 27.0% | 100.0% |
| Total | | Count | 5 | 15 | 17 | 69 | 59 | 165 |
| % within Type of SMEs | 3.0% | 9.1% | 10.3% | 41.8% | 35.8% | 100.0% |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Search Engine Optimization Crosstabulation** | | | | | | | | |
|  | | | Search Engine Optimization | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 0 | 2 | 5 | 19 | 9 | 35 |
| % within Type of SMEs | 0.0% | 5.7% | 14.3% | 54.3% | 25.7% | 100.0% |
| Pharmacy | Count | 1 | 1 | 3 | 13 | 12 | 30 |
| % within Type of SMEs | 3.3% | 3.3% | 10.0% | 43.3% | 40.0% | 100.0% |
| Furniture | Count | 0 | 3 | 5 | 10 | 7 | 25 |
| % within Type of SMEs | 0.0% | 12.0% | 20.0% | 40.0% | 28.0% | 100.0% |
| Handicraft | Count | 1 | 3 | 7 | 17 | 10 | 38 |
| % within Type of SMEs | 2.6% | 7.9% | 18.4% | 44.7% | 26.3% | 100.0% |
| Fashion | Count | 0 | 2 | 9 | 16 | 10 | 37 |
| % within Type of SMEs | 0.0% | 5.4% | 24.3% | 43.2% | 27.0% | 100.0% |
| Total | | Count | 2 | 11 | 29 | 75 | 48 | 165 |
| % within Type of SMEs | 1.2% | 6.7% | 17.6% | 45.5% | 29.1% | 100.0% |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Email Marketing Crosstabulation** | | | | | | | | |
|  | | | Email Marketing | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 1 | 2 | 4 | 10 | 18 | 35 |
| % within Type of SMEs | 2.9% | 5.7% | 11.4% | 28.6% | 51.4% | 100.0% |
| Pharmacy | Count | 0 | 2 | 4 | 11 | 13 | 30 |
| % within Type of SMEs | 0.0% | 6.7% | 13.3% | 36.7% | 43.3% | 100.0% |
| Furniture | Count | 1 | 1 | 5 | 11 | 7 | 25 |
| % within Type of SMEs | 4.0% | 4.0% | 20.0% | 44.0% | 28.0% | 100.0% |
| Handicraft | Count | 1 | 3 | 2 | 14 | 18 | 38 |
| % within Type of SMEs | 2.6% | 7.9% | 5.3% | 36.8% | 47.4% | 100.0% |
| Fashion | Count | 1 | 0 | 2 | 21 | 13 | 37 |
| % within Type of SMEs | 2.7% | 0.0% | 5.4% | 56.8% | 35.1% | 100.0% |
| Total | | Count | 4 | 8 | 17 | 67 | 69 | 165 |
| % within Type of SMEs | 2.4% | 4.8% | 10.3% | 40.6% | 41.8% | 100.0% |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Search & Social Ads Crosstabulation** | | | | | | | |
|  | | | Search & Social Ads | | | | Total |
| 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 4 | 1 | 22 | 8 | 35 |
| % within Type of SMEs | 11.4% | 2.9% | 62.9% | 22.9% | 100.0% |
| Pharmacy | Count | 1 | 4 | 13 | 12 | 30 |
| % within Type of SMEs | 3.3% | 13.3% | 43.3% | 40.0% | 100.0% |
| Furniture | Count | 1 | 6 | 10 | 8 | 25 |
| % within Type of SMEs | 4.0% | 24.0% | 40.0% | 32.0% | 100.0% |
| Handicraft | Count | 6 | 2 | 18 | 12 | 38 |
| % within Type of SMEs | 15.8% | 5.3% | 47.4% | 31.6% | 100.0% |
| Fashion | Count | 2 | 6 | 19 | 10 | 37 |
| % within Type of SMEs | 5.4% | 16.2% | 51.4% | 27.0% | 100.0% |
| Total | | Count | 14 | 19 | 82 | 50 | 165 |
| % within Type of SMEs | 8.5% | 11.5% | 49.7% | 30.3% | 100.0% |

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| **Type of SMEs \* Data Driven Personalization Crosstabulation** | | | | | | | | |
|  | | | Data Driven Personalization | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 0 | 3 | 6 | 11 | 15 | 35 |
| % within Type of SMEs | 0.0% | 8.6% | 17.1% | 31.4% | 42.9% | 100.0% |
| Pharmacy | Count | 0 | 1 | 5 | 17 | 7 | 30 |
| % within Type of SMEs | 0.0% | 3.3% | 16.7% | 56.7% | 23.3% | 100.0% |
| Furniture | Count | 1 | 1 | 3 | 9 | 11 | 25 |
| % within Type of SMEs | 4.0% | 4.0% | 12.0% | 36.0% | 44.0% | 100.0% |
| Handicraft | Count | 0 | 3 | 7 | 13 | 15 | 38 |
| % within Type of SMEs | 0.0% | 7.9% | 18.4% | 34.2% | 39.5% | 100.0% |
| Fashion | Count | 0 | 3 | 6 | 16 | 12 | 37 |
| % within Type of SMEs | 0.0% | 8.1% | 16.2% | 43.2% | 32.4% | 100.0% |
| Total | | Count | 1 | 11 | 27 | 66 | 60 | 165 |
| % within Type of SMEs | 0.6% | 6.7% | 16.4% | 40.0% | 36.4% | 100.0% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Marketing Technology Usage Crosstabulation** | | | | | | | | |
|  | | | Marketing Technology Usage | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 0 | 2 | 6 | 17 | 10 | 35 |
| % within Type of SMEs | 0.0% | 5.7% | 17.1% | 48.6% | 28.6% | 100.0% |
| Pharmacy | Count | 0 | 2 | 6 | 13 | 9 | 30 |
| % within Type of SMEs | 0.0% | 6.7% | 20.0% | 43.3% | 30.0% | 100.0% |
| Furniture | Count | 2 | 1 | 6 | 11 | 5 | 25 |
| % within Type of SMEs | 8.0% | 4.0% | 24.0% | 44.0% | 20.0% | 100.0% |
| Handicraft | Count | 0 | 4 | 7 | 18 | 9 | 38 |
| % within Type of SMEs | 0.0% | 10.5% | 18.4% | 47.4% | 23.7% | 100.0% |
| Fashion | Count | 1 | 1 | 7 | 21 | 7 | 37 |
| % within Type of SMEs | 2.7% | 2.7% | 18.9% | 56.8% | 18.9% | 100.0% |
| Total | | Count | 3 | 10 | 32 | 80 | 40 | 165 |
| % within Type of SMEs | 1.8% | 6.1% | 19.4% | 48.5% | 24.2% | 100.0% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Social Media Marketing Crosstabulation** | | | | | | | | |
|  | | | Social Media Marketing | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 5 | 0 | 3 | 16 | 11 | 35 |
| % within Type of SMEs | 14.3% | 0.0% | 8.6% | 45.7% | 31.4% | 100.0% |
| Pharmacy | Count | 0 | 2 | 3 | 14 | 11 | 30 |
| % within Type of SMEs | 0.0% | 6.7% | 10.0% | 46.7% | 36.7% | 100.0% |
| Furniture | Count | 1 | 2 | 2 | 11 | 9 | 25 |
| % within Type of SMEs | 4.0% | 8.0% | 8.0% | 44.0% | 36.0% | 100.0% |
| Handicraft | Count | 5 | 4 | 2 | 15 | 12 | 38 |
| % within Type of SMEs | 13.2% | 10.5% | 5.3% | 39.5% | 31.6% | 100.0% |
| Fashion | Count | 1 | 1 | 5 | 14 | 16 | 37 |
| % within Type of SMEs | 2.7% | 2.7% | 13.5% | 37.8% | 43.2% | 100.0% |
| Total | | Count | 12 | 9 | 15 | 70 | 59 | 165 |
| % within Type of SMEs | 7.3% | 5.5% | 9.1% | 42.4% | 35.8% | 100.0% |

**Crosstabs: Difficult Tactics**

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| **Type of SMEs \* Content Marketing Crosstabulation** | | | | | | | | |
|  | | | Content Marketing | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 1 | 5 | 6 | 10 | 13 | 35 |
| % within Type of SMEs | 2.9% | 14.3% | 17.1% | 28.6% | 37.1% | 100.0% |
| Pharmacy | Count | 0 | 0 | 9 | 13 | 8 | 30 |
| % within Type of SMEs | 0.0% | 0.0% | 30.0% | 43.3% | 26.7% | 100.0% |
| Furniture | Count | 1 | 1 | 6 | 10 | 7 | 25 |
| % within Type of SMEs | 4.0% | 4.0% | 24.0% | 40.0% | 28.0% | 100.0% |
| Handicraft | Count | 1 | 6 | 3 | 15 | 13 | 38 |
| % within Type of SMEs | 2.6% | 15.8% | 7.9% | 39.5% | 34.2% | 100.0% |
| Fashion | Count | 2 | 3 | 5 | 18 | 9 | 37 |
| % within Type of SMEs | 5.4% | 8.1% | 13.5% | 48.6% | 24.3% | 100.0% |
| Total | | Count | 5 | 15 | 29 | 66 | 50 | 165 |
| % within Type of SMEs | 3.0% | 9.1% | 17.6% | 40.0% | 30.3% | 100.0% |

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| **Type of SMEs \* Search Engine Optimization Crosstabulation** | | | | | | | | |
|  | | | Search Engine Optimization | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 0 | 2 | 3 | 18 | 12 | 35 |
| % within Type of SMEs | 0.0% | 5.7% | 8.6% | 51.4% | 34.3% | 100.0% |
| Pharmacy | Count | 0 | 2 | 2 | 14 | 12 | 30 |
| % within Type of SMEs | 0.0% | 6.7% | 6.7% | 46.7% | 40.0% | 100.0% |
| Furniture | Count | 0 | 3 | 4 | 11 | 7 | 25 |
| % within Type of SMEs | 0.0% | 12.0% | 16.0% | 44.0% | 28.0% | 100.0% |
| Handicraft | Count | 1 | 3 | 7 | 15 | 12 | 38 |
| % within Type of SMEs | 2.6% | 7.9% | 18.4% | 39.5% | 31.6% | 100.0% |
| Fashion | Count | 0 | 2 | 7 | 18 | 10 | 37 |
| % within Type of SMEs | 0.0% | 5.4% | 18.9% | 48.6% | 27.0% | 100.0% |
| Total | | Count | 1 | 12 | 23 | 76 | 53 | 165 |
| % within Type of SMEs | 0.6% | 7.3% | 13.9% | 46.1% | 32.1% | 100.0% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Email Marketing Crosstabulation** | | | | | | | | |
|  | | | Email Marketing | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 1 | 2 | 6 | 10 | 16 | 35 |
| % within Type of SMEs | 2.9% | 5.7% | 17.1% | 28.6% | 45.7% | 100.0% |
| Pharmacy | Count | 0 | 2 | 15 | 6 | 7 | 30 |
| % within Type of SMEs | 0.0% | 6.7% | 50.0% | 20.0% | 23.3% | 100.0% |
| Furniture | Count | 1 | 1 | 12 | 6 | 5 | 25 |
| % within Type of SMEs | 4.0% | 4.0% | 48.0% | 24.0% | 20.0% | 100.0% |
| Handicraft | Count | 1 | 7 | 4 | 9 | 17 | 38 |
| % within Type of SMEs | 2.6% | 18.4% | 10.5% | 23.7% | 44.7% | 100.0% |
| Fashion | Count | 1 | 1 | 6 | 15 | 14 | 37 |
| % within Type of SMEs | 2.7% | 2.7% | 16.2% | 40.5% | 37.8% | 100.0% |
| Total | | Count | 4 | 13 | 43 | 46 | 59 | 165 |
| % within Type of SMEs | 2.4% | 7.9% | 26.1% | 27.9% | 35.8% | 100.0% |

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Search & Social Ads Crosstabulation** | | | | | | | |
|  | | | Search & Social Ads | | | | Total |
| 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 3 | 6 | 20 | 6 | 35 |
| % within Type of SMEs | 8.6% | 17.1% | 57.1% | 17.1% | 100.0% |
| Pharmacy | Count | 1 | 10 | 11 | 8 | 30 |
| % within Type of SMEs | 3.3% | 33.3% | 36.7% | 26.7% | 100.0% |
| Furniture | Count | 1 | 10 | 7 | 7 | 25 |
| % within Type of SMEs | 4.0% | 40.0% | 28.0% | 28.0% | 100.0% |
| Handicraft | Count | 6 | 4 | 17 | 11 | 38 |
| % within Type of SMEs | 15.8% | 10.5% | 44.7% | 28.9% | 100.0% |
| Fashion | Count | 2 | 8 | 18 | 9 | 37 |
| % within Type of SMEs | 5.4% | 21.6% | 48.6% | 24.3% | 100.0% |
| Total | | Count | 13 | 38 | 73 | 41 | 165 |
| % within Type of SMEs | 7.9% | 23.0% | 44.2% | 24.8% | 100.0% |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Data Driven Personalization Crosstabulation** | | | | | | | | |
|  | | | Data Driven Personalization | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 0 | 2 | 6 | 16 | 11 | 35 |
| % within Type of SMEs | 0.0% | 5.7% | 17.1% | 45.7% | 31.4% | 100.0% |
| Pharmacy | Count | 0 | 1 | 7 | 15 | 7 | 30 |
| % within Type of SMEs | 0.0% | 3.3% | 23.3% | 50.0% | 23.3% | 100.0% |
| Furniture | Count | 1 | 1 | 4 | 8 | 11 | 25 |
| % within Type of SMEs | 4.0% | 4.0% | 16.0% | 32.0% | 44.0% | 100.0% |
| Handicraft | Count | 0 | 3 | 4 | 16 | 15 | 38 |
| % within Type of SMEs | 0.0% | 7.9% | 10.5% | 42.1% | 39.5% | 100.0% |
| Fashion | Count | 0 | 3 | 4 | 18 | 12 | 37 |
| % within Type of SMEs | 0.0% | 8.1% | 10.8% | 48.6% | 32.4% | 100.0% |
| Total | | Count | 1 | 10 | 25 | 73 | 56 | 165 |
| % within Type of SMEs | 0.6% | 6.1% | 15.2% | 44.2% | 33.9% | 100.0% |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Marketing Technology Usage Crosstabulation** | | | | | | | | |
|  | | | Marketing Technology Usage | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 0 | 1 | 10 | 16 | 8 | 35 |
| % within Type of SMEs | 0.0% | 2.9% | 28.6% | 45.7% | 22.9% | 100.0% |
| Pharmacy | Count | 0 | 2 | 6 | 13 | 9 | 30 |
| % within Type of SMEs | 0.0% | 6.7% | 20.0% | 43.3% | 30.0% | 100.0% |
| Furniture | Count | 2 | 1 | 8 | 9 | 5 | 25 |
| % within Type of SMEs | 8.0% | 4.0% | 32.0% | 36.0% | 20.0% | 100.0% |
| Handicraft | Count | 0 | 4 | 10 | 16 | 8 | 38 |
| % within Type of SMEs | 0.0% | 10.5% | 26.3% | 42.1% | 21.1% | 100.0% |
| Fashion | Count | 1 | 1 | 10 | 19 | 6 | 37 |
| % within Type of SMEs | 2.7% | 2.7% | 27.0% | 51.4% | 16.2% | 100.0% |
| Total | | Count | 3 | 9 | 44 | 73 | 36 | 165 |
| % within Type of SMEs | 1.8% | 5.5% | 26.7% | 44.2% | 21.8% | 100.0% |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Type of SMEs \* Social Media Marketing Crosstabulation** | | | | | | | | |
|  | | | Social Media Marketing | | | | | Total |
| 1 | 2 | 3 | 4 | 5 |
| Type of SMEs | Food & Beverages | Count | 5 | 0 | 9 | 14 | 7 | 35 |
| % within Type of SMEs | 14.3% | 0.0% | 25.7% | 40.0% | 20.0% | 100.0% |
| Pharmacy | Count | 0 | 2 | 7 | 11 | 10 | 30 |
| % within Type of SMEs | 0.0% | 6.7% | 23.3% | 36.7% | 33.3% | 100.0% |
| Furniture | Count | 1 | 2 | 7 | 10 | 5 | 25 |
| % within Type of SMEs | 4.0% | 8.0% | 28.0% | 40.0% | 20.0% | 100.0% |
| Handicraft | Count | 5 | 4 | 5 | 13 | 11 | 38 |
| % within Type of SMEs | 13.2% | 10.5% | 13.2% | 34.2% | 28.9% | 100.0% |
| Fashion | Count | 1 | 1 | 9 | 12 | 14 | 37 |
| % within Type of SMEs | 2.7% | 2.7% | 24.3% | 32.4% | 37.8% | 100.0% |
| Total | | Count | 12 | 9 | 37 | 60 | 47 | 165 |
| % within Type of SMEs | 7.3% | 5.5% | 22.4% | 36.4% | 28.5% | 100.0% |